

Scope of Work

Estimated Project Timeline

Starting:	July 1, 2015	Ending:	June 30, 2016	Duration	1 - year
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Due to the dependencies involved with this project, the “Starting” and “Ending” dates will be determined upon agreement of the Statement of Work and payment schedule. Please note that this Statement of Work does not include or anticipate:

- Changes to project scope or functionality after the SOW has been signed
- Third-Party costs
- Any additional costs

Description of Services

NNT will provide the following services throughout the course of this project:

- Study Newport’s unique selling proposition
- Analyze Newport’s present and potential markets;
- Create, prepare, and submit to DNC for approval, advertising ideas and programs;
- Employ, on Newport’s behalf, NNT’s knowledge of available media and means that can be used to advertise Newport.
- Write, design, illustrate, or otherwise prepare Newport’s advertisements, including commercials to be broadcast, or other appropriate forms of Newport’s message;
- Properly incorporate the message in mechanical or other form and forward it with proper instructions for the fulfillment of the order;
- Check and verify insertions, displays, broadcasts, or other means used, to such degree as is usually performed by advertising agencies.

Exclusivity and Exceptions Thereto

The Destination Newport Committee remains in control of all media buys, and content and direction of campaign. News-Times surrenders the right to propose any media buys to the Destination Newport Committee under the current services agreement.

Project Management

NNT will interface with Client to deliver status updates, deliverables, and provide feedback throughout the life of the project..

Other Deliverables

1. Double-truck in Spring/ Summer + Fall/Winter Travel Newport. Valued at \$4,000.
2. Back page of the Oregon Coast Cultural Arts Visitors Guide. Valued at \$2,000.
3. Unlimited and unrestricted access to the News-Times photo library.

Compensation

The above services will be for the period beginning July 1, 2015 and ending June 30, 2016. The cost of the services and advertising outlined above is two payments of \$17,500. The first due to the News-Times no later than July 31, 2015.

The second due to the News-Times no later than 30 days after approval of creative.

Total cost - \$35,000

Acceptance

This agreement constitutes the sole agreement between NNT and the Client regarding this Marketing Project. Any additional work not specified in this contract or any other amendment or modification to this contract must be authorized by a written request signed by both Client and NNT. All prices specified in this contract will be honored for 1 year after both parties sign this contract. Continued services after that time will require a new agreement.

The undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of his or her organization or business.

This Agreement constitutes the entire understanding of the parties. Any changes or modifications thereto must be in writing and signed by both parties.

AGREED TO:

CITY OF NEWPORT



Signature of Authorized Signatory

Spencer R. Nobel

Name

City Manager

Title

07-27-15

Date

NEWPORT NEWS-TIMES



Signature of Authorized Signatory

James Rand

Name

Publisher

Title

7/20/15

Date

Contract

PREPARED FOR: THE CITY OF NEWPORT

JULY 20, 2015
PROJECT: DESTINATION NEWPORT
REVISION: 1.0.0
REVISION DATE:

Introduction

City of Newport (hereinafter referred to as “Client”) is engaging Newport News-Times (hereinafter referred to as “NNT”), as an independent contractor for the specific purpose of developing a new marketing campaign (conception, creative design, copy-writing, graphic design and resizing, final mechanicals, and delivery) designed to address specific demographics based on previously defined print/outdoor marketing programs. (herein after referred to as “Marketing Project”)

Summary

NNT is pleased to submit the following Statement of Work, dated July 20, 2015, to the City of Newport for the specific purpose of developing a new marketing campaign (conception, creative design, copy-writing, graphic design and resizing, final mechanicals, and delivery) designed to address specific demographics based on previously defined print/outdoor marketing programs. This project will be completed within 12 months if the project scope is not altered during the project.

- Total cost of the website build and CMS should not exceed \$35,000
- Work will commence upon receipt of the signed Contract.

Objectives

The objective of this marketing project is to develop separate creative for print, digital and outdoor media in order to make each media buy effective in its own right.



AUTHORIZATION FOR
AGREEMENTS, MOUs, OR
OTHER DOCUMENTS OBLIGATING
THE CITY

C. Brewes

All contracts, agreements, grant agreements, memoranda of understanding, or any document obligating the city, requires the completion of this form. The City Manager will sign these documents after all other required information and signatures are obtained.

Document: Contract w/ News-Times Date: 7-21-15

Statement of Purpose: for developing a new marketing campaign
(conception, creative design, copywriting, graphic design, and resizing, final mechanics
and delivery).

Department Head Signature: Skip he will sign at end (Spencer Nebel)

Remarks, if any: Budgeted and approved by DNC committee

Budget Account Number(s), if applicable: 288-4310-65300

Finance Director Signature: [Signature]

Budget Confirmed: Yes ☒ No ☐ Remarks: _____

Certificate of Insurance Attached: Yes ☐ No ☐ N/A ☒

City Attorney Review and Signature: [Signature]

After all the above requested information is complete and signatures obtained, return this form, along with the original document to the City Manager for signature.

City Council Approval Needed: Yes ☐ No ☒ Date: _____

City Manager Signature: [Signature] Date: 07-27-15

Once all signatures and certificates of insurance have been obtained, return this document, along with the original, fully-executed agreement, MOU, or other document to the City Recorder.

City Recorder Signature: _____ Date: _____

Date posted on website: _____

